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MANELLI DENISON & SELTER PLLC			BATES, I	BATES, KEVIN T	
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Washington, DC 20036-3307			2155		
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Please find below and/or attached an Office communication concerning this application or proceeding.

1 ,	Amplicati N	LA TELLET
	Application No.	Applicant(s)
Office Action Comment	09/853,187	ARNESON ET AL.
Office Action Summary	Examiner	Art Unit
	Kevin Bates	2155
The MAILING DATE of this communication Period for Reply	appears on the cover sheet with	the correspondence address
A SHORTENED STATUTORY PERIOD FOR R THE MAILING DATE OF THIS COMMUNICATION  - Extensions of time may be available under the provisions of 37 Cf  after SIX (6) MONTHS from the mailing date of this communication  - If the period for reply specified above is less than thirty (30) days,  - If NO period for reply is specified above, the maximum statutory p  - Failure to reply within the set or extended period for reply will, by a Any reply received by the Office later than three months after the earned patent term adjustment. See 37 CFR 1.704(b).	ON. FR 1.136(a). In no event, however, may a reply n. a reply within the statutory minimum of thirty (3 eriod will apply and will expire SIX (6) MONTH statute, cause the application to become ABAN	y be timely filed iii) days will be considered timely. S from the mailing date of this communication. DONED (35 U.S.C. § 133).
Status		
1) Responsive to communication(s) filed on	10 May 2005.	
	This action is non-final.	
3) Since this application is in condition for all		s, prosecution as to the merits is
closed in accordance with the practice und	•	
Disposition of Claims		
4)⊠ Claim(s) <u>1-68</u> is/are pending in the applica	, ation	
4a) Of the above claim(s) is/are with		
5) Claim(s) is/are allowed.		
6)⊠ Claim(s) <u>1-68</u> is/are rejected.		
7) Claim(s) is/are objected to.		
8) Claim(s) are subject to restriction a	nd/or election requirement.	
Application Papers		
9)☐ The specification is objected to by the Exa	miner.	
10)☐ The drawing(s) filed on is/are: a)☐	accepted or b) ☐ objected to by	the Examiner.
Applicant may not request that any objection to	• • • • • • • • • • • • • • • • • • • •	` '
Replacement drawing sheet(s) including the continuous The oath or declaration is objected to by the	, ,,,	•
Priority under 35 U.S.C. § 119		
12) Acknowledgment is made of a claim for for a) All b) Some * c) None of:	reign priority under 35 U.S.C. § 1	19(a)-(d) or (f).
1. Certified copies of the priority docur	nents have been received.	
2. Certified copies of the priority docur	ments have been received in App	lication No
3. Copies of the certified copies of the	priority documents have been re	ceived in this National Stage
application from the International Bu	•	
* See the attached detailed Office action for a	a list of the certified copies not re	ceived.
Attachment(s)		
l) ⊠ Notice of References Cited (PTO-892) 2) ☑ Notice of Draftsperson's Patent Drawing Review (PTO-94		nmary (PTO-413) Nail Date
Proper Notice of Dratisperson's Patent Drawing Review (PTO-948)  Information Disclosure Statement(s) (PTO-1449 or PTO/S Paper No(s)/Mail Date	·/ —	rmal Patent Application (PTO-152)
5. Patent and Trademark Office FOL-326 (Rev. 1-04) Offi	ce Action Summary	Part of Paper No./Mail Date 06212005

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## Response to Amendment

This Office Action is in response to a communication made on May 10, 2005.

Claims 1, 2, 6, 7, 9, 11, 19, 25, 28, 29, 32, 33, 39, 48, 60, 62, and 66 are amended.

Claims 1-68 are pending.

## Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

Claims 1-68 are rejected under 35 U.S.C. 103(a) as being unpatentable over Helferich (6636733) in view of Rajan (6633910).

Regarding claim 1, Helferich discloses a method of providing electronic event notification to a communications device (Column 4, lines 11 – 14), comprising: associating a first electronic event message with a first phone number (Column 4, lines 8 – 10) such that information about said first electronic event message is provided when a communications device calls said first phone number (Column 5, lines 1 – 9); sending said first phone number to said communications device (Column 4, lines 23 – 25); and providing information about said first electronic event message when said communications device calls said first phone number (Column 5, lines 1 – 9), but does not explicitly indicate that the event message is an indication of a change associated

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with a predefined Internet site content. Rajan discloses a system that sends alerts and events to user devices such as cell phones (Column 3, lines 44 – 46; lines 62 – 65) and teaches that the alerts are an indication of a change associated with a predefined Internet site content (Column 3, lines 44 – 53). It would have been obvious to one of ordinary skill in the art at the time the invention was made to include Rajan's teaching of sending alerts to cell users about a change at a predefined web site in Helferich's event messaging system in order to the user to know of anything has changed on a defined data location, rather than wasting bandwidth and money checking periodically if there has been changes (Column 3, lines 18 – 41).

Regarding claim 2, Helferich discloses disassociating said first phone number from said first electronic event message once said communications device contacts said first phone number (Column 4, lines 54 – 56).

Regarding claim 3, Helferich discloses associating said first phone number with a second electronic event message after said information about said first electronic event message is provided (Column 4, lines 54 – 56; Column 5, lines 4 – 6).

Regarding claim 4, Helferich discloses obtaining a communications device identifier when said communications device dials said first phone number; and using said communications device identifier to identify said first electronic message (Column 3, lines 50 – 53).

Regarding claim 5, Helferich discloses associating said communications device with an entity (Column 3, lines 50 – 53).

Regarding claim 6, Helferich discloses receiving a second electronic event message intended for said entity (Column 8, line 63 – Column 9, line 2); associating said second electronic event message with a second phone number such that information about said second electronic event message is provided when said communications device calls said second phone number; sending said second phone number to said communications device; and providing information about said second electronic event message when said communications device contacts said second phone number (Column 7, lines 28 – 31).

Regarding claim 7, Helferich discloses associating a second communications device with a second entity; receiving a second electronic event message intended for said second entity; associating said second electronic event message with said first phone number such that said information about said second electronic event message is provided when said second communications device contacts said first phone number; sending said first phone number to said second communications device (Column 4, lines 4-9); and providing information about said second electronic event message when said second communications device contacts said first phone number (Column 7, lines 5-21).

Regarding claim 8, Helferich discloses obtaining a second communications device identifier when said second communications device dials said first phone number; and using said second communications device identifier to identify said second electronic message (Column 7, lines 5 – 21).

Regarding claim 9, Helferich discloses a method of providing an event notification, comprising: receiving an electronic notification of an event (Column 4, lines 2 – 7); associating said received electronic notification with at least one phone number (Column 4, lines 8 – 10); generating a message that contains said associated phone number (Column 4, line 11 – 14); and transmitting said message to a communications device (Column 4, 23 – 25), but does not explicitly indicate that the event message is an indication of a change associated with a predefined Internet site content. Rajan discloses a system that sends alerts and events to user devices such as cell phones (Column 3, lines 44 – 46; lines 62 – 65) and teaches that the alerts are an indication of a change associated with a predefined Internet site content (Column 3,/lines 44 – 53). It would have been obvious to one of ordinary skill in the art at the time the invention was made to include Rajan's teaching of sending alerts to cell users about a change at a predefined web site in Helferich's event messaging system in order to the user to know of anything has changed on a defined data location, rather than wasting bandwidth and money checking periodically if there has been changes (Column 3, lines 18 – 41).

Regarding claim 10, Helferich discloses responding to a contact to said associated phone number to provide access to said event (Column 4, lines 32 – 44).

Regarding claim 11, Helferich discloses a method of providing an event notification, comprising: associating at least one claim check with an event (Column 4, lines 8 – 10); associating at least one communication device identifier with said event (Column 3, lines 50 – 53); and generating a message for a communications device, said message containing said associated claim check (Column 4, line 11 – 14), but does not

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explicitly indicate that the event message is an indication of a change associated with a predefined Internet site content. Rajan discloses a system that sends alerts and events to user devices such as cell phones (Column 3, lines 44 – 46; lines 62 – 65) and teaches that the alerts are an indication of a change associated with a predefined Internet site content (Column 3, lines 44 – 53). It would have been obvious to one of ordinary skill in the art at the time the invention was made to include Rajan's teaching of sending alerts to cell users about a change at a predefined web site in Helferich's event messaging system in order to the user to know of anything has changed on a defined data location, rather than wasting bandwidth and money checking periodically if there has been changes (Column 3, lines 18 – 41).

Regarding claim 12, Helferich discloses transmitting said message to said communications device (Column 4, lines 23 – 25).

Regarding claim 13, Helferich discloses providing information about said event to said communications device (Column 4, lines 11 - 14).

Regarding claim 14, Helferich discloses displaying said message on said communications device (Column 5, lines 21 – 27).

Regarding claim 15, Helferich discloses displaying said event on said communications device (Column 5, lines 21 – 27).

Regarding claim 16, Helferich discloses providing one or more options associated with the event (Column 5, lines 21 - 27).

Regarding claim 17, Helferich discloses receiving a user response to said event (Column 5, lines 21 - 27).

Regarding claim 18, Helferich discloses processing a user response to said event (Column 5, lines 21 - 27).

Regarding claim 19, Helferich discloses A method of providing an event notification, comprising: associating a first claim check and a first communication device identifier with a first event; and associating said first claim check and a second communications device identifier with a second event (Column 5, lines 3 - 6; Column 3, lines 50 - 53), but does not explicitly indicate that the event message is an indication of a change associated with a predefined Internet site content. Rajan discloses a system that sends alerts and events to user devices such as cell phones (Column 3, lines 44 – 46; lines 62 – 65) and teaches that the alerts are an indication of a change associated with a predefined Internet site content (Column 3, lines 44 – 53). It would have been obvious to one of ordinary skill in the art at the time the invention was made to include Rajan's teaching of sending alerts to cell users about a change at a predefined web site in Helferich's event messaging system in order to the user to know of anything has changed on a defined data location, rather than wasting bandwidth and money checking periodically if there has been changes (Column 3, lines 18 – 41).

Regarding claim 20, Helferich discloses generating for said first communications device a first message with said first claim check (Column 4, lines 8 – 10).

Regarding claim 21, Helferich discloses that said first message comprises data about said first event (Column 4, lines 11 – 14).

Regarding claim 22, Helferich discloses generating for said second communications device a second message with said first claim check (Column 7, lines 15 – 21; Column 3, lines 50 - 53).

Regarding claim 23, Helferich discloses that said second message comprises data about said second event (Column 4, lines 11 – 14).

Regarding claim 24, Helferich discloses that said first claim check is a phone number (Column 4, lines 8 – 10).

Regarding claim 25, Helferich discloses a method of providing an event notification comprising: associating a first claim check and a first communication device identifier with a first event (Column 4, lines 2 – 10); generating for a first communications device a first message comprising said first claim check (Column 4, lines 11 – 14); associating a second claim check and said first communications device identifier with a second event; and generating for said first communications device a second message comprising said second claim check (Column 7, lines 28 – 31), but does not explicitly indicate that the event message is an indication of a change associated with a predefined Internet site content. Rajan discloses a system that sends alerts and events to user devices such as cell phones (Column 3, lines 44 – 46; lines 62 - 65) and teaches that the alerts are an indication of a change associated with a predefined Internet site content (Column 3, lines 44 – 53). It would have been obvious to one of ordinary skill in the art at the time the invention was made to include Rajan's teaching of sending alerts to cell users about a change at a predefined web site in Helferich's event messaging system in order to the user to know of anything has

changed on a defined data location, rather than wasting bandwidth and money checking periodically if there has been changes (Column 3, lines 18 – 41).

Regarding claim 26, Helferich discloses that said claim check is one of a plurality of phone numbers.

Regarding claim 27, Helferich discloses that said first communications device identifier is said phone number assigned to said first communications device (Column 3, lines 50 - 53).

Regarding claims 28, 32, and 33, Helferich discloses a notification system for a communications device comprising: a plurality of phone numbers; and a messaging module executing on a processor, said messaging module being configured to receive an electronic notification of an event and associate at least one phone number with said event, and being further configured to generate a message for a communications device, said message containing said phone number (Column 4, lines 44 – 56), but does not explicitly indicate that the event message is an indication of a change associated with a predefined Internet site content. Rajan discloses a system that sends alerts and events to user devices such as cell phones (Column 3, lines 44 – 46; lines 62 – 65) and teaches that the alerts are an indication of a change associated with a predefined Internet site content (Column 3, lines 44 – 53). It would have been obvious to one of ordinary skill in the art at the time the invention was made to include Rajan's teaching of sending alerts to cell users about a change at a predefined web site in Helferich's event messaging system in order to the user to know of anything has

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changed on a defined data location, rather than wasting bandwidth and money checking periodically if there has been changes (Column 3, lines 18 – 41).

Regarding claim 29, Helferich discloses an application module that is responsive to a contact to said phone number to provide access to said event (Column 4, lines 33 – 43).

Regarding claim 30, Helferich discloses that said message further comprises a summary of said event (Column 7, lines 3-5).

Regarding claim 31, Helferich discloses that said communications device is a wireless device (Column 3, lines 16 – 20).

Regarding claim 34, Helferich discloses that said message is transmitted to a communications device (Column 4, lines 29 – 31).

Regarding claim 35, Helferich discloses a plurality of communication device identifiers are associated with a plurality of entities (Column 3, lines 50 - 53).

Regarding claim 36, Helferich discloses that said event notification identifies at least one entity (Column 4, lines 23 – 25).

Regarding claim 37, Helferich discloses said messaging module is configured to determine an communication device identifier associated with an identified entity, and to associate said communication device identifier with said event (Column 3, lines 50 – 60).

Regarding claim 38, Helferich discloses that said messaging module obtains said communication device identifier when said communications device uses said claim

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check; and wherein said messaging module uses said communication device identifier to identify said event (Column 7, lines 16 – 22).

Regarding claim 39, Helferich discloses a notification system, comprising: a plurality of claim checks (Column 4, lines 44 – 56); a plurality of communication device identifiers associated with a plurality of entities (Column 3, lines 50 - 53); and a messaging module that is configured to receive electronic data about an event for an entity, to associate said electronic data about said event with at least one of said claim checks and one of said communication device identifiers associated with said entity, and to generate a message that contains said associated claim check (Column 4, lines 44 – 56), but does not explicitly indicate that the event message is an indication of a change associated with a predefined Internet site content. Rajan discloses a system that sends alerts and events to user devices such as cell phones (Column 3, lines 44 --46; lines 62 – 65) and teaches that the alerts are an indication of a change associated with a predefined Internet site content (Column 3, lines 44 – 53). It would have been obvious to one of ordinary skill in the art at the time the invention was made to include Rajan's teaching of sending alerts to cell users about a change at a predefined web site in Helferich's event messaging system in order to the user to know of anything has changed on a defined data location, rather than wasting bandwidth and money checking periodically if there has been changes (Column 3, lines 18 – 41).

Regarding claim 40, Helferich discloses that said messaging module is configured to provide said entity one or more action options which permit said entity to request one or more actions in response to said event (Column 7, lines 6 – 10).

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Regarding claim 41, Helferich discloses said one or more actions include retrieving electronic data about said event (Column 7, lines 6 – 10).

Regarding claim 42, Helferich discloses that said one or more actions include requesting a purchase (Column 10, line 15).

Regarding claim 43, Helferich discloses that said one or more actions include accessing one or more other events in said notification system (Column 8, line 63 – Column 9, line 2).

Regarding claim 44, Helferich discloses said one or more actions include requesting a transmission of a response message (Column 7, lines 6 – 10).

Regarding claim 45, Helferich discloses an event retrieval module (Column 4, lines 33 – 38).

Regarding claim 46, Helferich discloses that said event retrieval module reads said event to said user (Column 5, lines 22 – 35).

Regarding claim 47, Helferich discloses that said event retrieval module displays said event on said communications device (Column 5, lines 22 – 35).

Regarding claim 48, Helferich discloses a notification system, comprising: a plurality of claim checks (Column 4, lines 44 – 56); a plurality of communication device identifiers (Column 3, lines 50 – 53); and a messaging module that is configured to receive electronic notification of a first event, to associate a first claim check and a first communication device identifier with said first event (Column 4, lines 44 – 56), to receive electronic notification of a second event, and to associate said first claim check and a second communication device identifier with said second event (Column 4, lines 2

– 10; Column 5, lines 3 - 6; Column 3, lines 50 - 53), but does not explicitly indicate that the event message is an indication of a change associated with a predefined Internet site content. Rajan discloses a system that sends alerts and events to user devices such as cell phones (Column 3, lines 44 – 46; lines 62 – 65) and teaches that the alerts are an indication of a change associated with a predefined Internet site content (Column 3, lines 44 – 53). It would have been obvious to one of ordinary skill in the art at the time the invention was made to include Rajan's teaching of sending alerts to cell users about a change at a predefined web site in Helferich's event messaging system in order to the user to know of anything has changed on a defined data location, rather than wasting bandwidth and money checking periodically if there has been changes (Column 3, lines 18 – 41).

Regarding claim 49, Helferich discloses that said messaging module is configured to generate a first message with said first claim check (Column 4, lines 11 – 14).

Regarding claim 50, Helferich discloses that said first message comprises data about said first event (Column 4, lines 11 - 14).

Regarding claim 51, Helferich discloses that said messaging module is configured to generate a second message with said first claim check (Column 4, lines 2 – 10; Column 5, lines 3 - 6; Column 3, lines 50 - 53)

Regarding claim 52, Helferich discloses that said second message comprises data about said second event (Column 5, lines 1 - 9).

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Regarding claim 53, Helferich discloses that said claim check is a phone number (Column 4, lines 6 – 10).

Regarding claim 54, Helferich discloses that said claim check is an event identifier (Column 4, lines 2 – 10).

Regarding claim 55, Helferich discloses that said first message is a short message to a wireless device (Column 4, lines 11 - 14).

Regarding claim 56, Helferich discloses that said first message is a summary message of said event (Column 4, lines 11 - 14).

Regarding claim 57, Helferich discloses that said communication device identifier is a mobile directory number (Column 3, lines 50 - 53).

Regarding claim 58, Helferich discloses that said messaging module executes on a computer server (Column 5, lines 10 - 14).

Regarding claim 59, Helferich discloses that said messaging module is part of a web site (Column 3, lines 25 - 27).

Regarding claim 60, Helferich discloses a notification system, comprising; means for storing a plurality of phone numbers (Column 4, lines 44 – 45); means for receiving an electronic notification of an event (Column 4, lines 2 – 4); means for associating at least one of said plurality of phone numbers with said event (Column 4, lines 8 – 10); means for generating a message that contains said at least one of said plurality of phone numbers (Column 4, lines 11 – 14); and means for transmitting said message to a communications device (Column 4, lines 23 – 25), but does not explicitly indicate that the event message is an indication of a change associated with a predefined Internet

site content. Rajan discloses a system that sends alerts and events to user devices such as cell phones (Column 3, lines 44 – 46; lines 62 – 65) and teaches that the alerts are an indication of a change associated with a predefined Internet site content (Column 3, lines 44 – 53). It would have been obvious to one of ordinary skill in the art at the time the invention was made to include Rajan's teaching of sending alerts to cell users about a change at a predefined web site in Helferich's event messaging system in order to the user to know of anything has changed on a defined data location, rather than wasting bandwidth and money checking periodically if there has been changes (Column 3, lines 18 – 41).

Regarding claim 61, Helferich discloses a means for responding to a call to said associated phone number to provide access to said event (Column 4, lines 57 – 61).

Regarding claim 62, Herlerich discloses a notification system, comprising: means for maintaining a plurality of claim checks (Column 4, lines 44 – 45); means for maintaining a plurality of device check identifiers (Column 3, lines 50 – 53); means for receiving an electronic notification of an event (Column 4, lines 2 – 8); means for associating at least one of said claim checks and one of said device identifiers (Column 4, lines 2 – 10) with information about said event; and means for generating a message that contains said associated claim check (Column 4, lines 11 – 14), but does not explicitly indicate that the event message is an indication of a change associated with a predefined Internet site content. Rajan discloses a system that sends alerts and events to user devices such as cell phones (Column 3, lines 44 – 46; lines 62 – 65) and teaches that the alerts are an indication of a change associated with a predefined

Internet site content (Column 3, lines 44 – 53). It would have been obvious to one of ordinary skill in the art at the time the invention was made to include Rajan's teaching of sending alerts to cell users about a change at a predefined web site in Helferich's event messaging system in order to the user to know of anything has changed on a defined data location, rather than wasting bandwidth and money checking periodically if there has been changes (Column 3, lines 18 – 41).

Regarding claim 63, Herlerich discloses means for retrieving said event (Column 4, lines 57 – 60).

Regarding claim 64, Herlerich discloses a means for offering one or more options associated with said event (Column 5, lines 24 - 40).

Regarding claim 65, Herlerich discloses a means for generating one or more responses to said event (Column 5, lines 24 – 40).

Regarding claim 66, Herlerich discloses a notification system, comprising: means for storing a plurality of claim checks (Column 4, lines 44 - 45); means for storing a plurality of communication device identifiers (Column 3, lines 50 - 53); means for receiving an electronic notification of a first event (Column 4, lines 2 - 8); means for associating a first claim check and a first communication device identifier with information about said first event (Column 4, lines 2 - 10); means for generating a message for said first event (Column 4, lines 11 - 14); means for transmitting the message to the communications device identified by the first communication device identifier (Column 4, lines 23 - 25); means for receiving an electronic notification of a second event; and means for associating a second claim check and said first

communication device identifier with information about said second event (Column 8, line 63 – Column 9, line 2), but does not explicitly indicate that the event message is an indication of a change associated with a predefined Internet site content. Rajan discloses a system that sends alerts and events to user devices such as cell phones (Column 3, lines 44 – 46; lines 62 – 65) and teaches that the alerts are an indication of a change associated with a predefined Internet site content (Column 3, lines 44 – 53). It would have been obvious to one of ordinary skill in the art at the time the invention was made to include Rajan's teaching of sending alerts to cell users about a change at a predefined web site in Helferich's event messaging system in order to the user to know of anything has changed on a defined data location, rather than wasting bandwidth and money checking periodically if there has been changes (Column 3, lines 18 – 41).

Regarding claim 67, Helferich discloses means for receiving a request to access said second event; and means for providing access to said second event (Column 4, lines 57 – 61).

Regarding claim 68, Helferich discloses a means for providing access to said second event in response to receiving said second claim check (Column 5, lines 26 – 40).

## Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Kevin Bates whose telephone number is (571) 272-3980. The examiner can normally be reached on 8 am - 4:30 pm.

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If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Saleh Najjar can be reached on (571) 272-4006. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

KB

KB June 21, 2005

> SALEH NAJJAR BRIMARY EXAMINER